

# Guy Ekstein

Motion Designer | 3D Animator | Creative Developer

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## Experience

### Senior Motion Design Lead

**Firma – Israel’s leading branding agency** | 2025 - Present

- Directed motion projects for Israel’s largest brands like Kan, Ayalon & Source
- Worked on brand motion identities, from web micro-animations to billboard campaigns
- Built motion assets, Lottie UI systems, and client presentation animations
- Developed internal tools across teams (Product, Brand, Marketing) and developed workflows that increased output quantity and quality.
- Increased overall motion output by over 200% since joining

### Motion Design Lead

**Major Israeli News Channel (300K+ daily viewers)** | 2022 - 2025

- Head of motion team responsible for live broadcasts and social channels
- Created full visual identity packages – studio graphics, promos, templates
- Implemented automation across divisions increasing output by over 12x

**Freelance Motion Designer & VFX Artist** | 2022 - Present

- Delivered animations for CheckPoint, Kissterra, Radisson and more
- Produced billboard, TV, web, and social campaigns for over 20 global clients
- Handled VFX and compositing for feature films and prime-time TV (Tedy, Alon Newman)

## Tools

After Effects	Cinema 4D	Illustrator	Premiere Pro
Rive / Lottie	Redshift	Figma	Photoshop
Expressions, JS	Arnold	Unity / C#	Generative AI

**Languages:** Hebrew - Native • English - Fluent • Japanese - Basic (N5)